

## CONTRACT



**WXII**  
**700 Coliseum Drive**  
**Winston-Salem, NC 27106**  
**(336)721-9944**

www.wxii12.com

And:

**Innovative Advertising**  
**4250 Hwy 22 Suite 7**  
**Mandeville, LA 70471**

<b>Contract / Revision</b> 969705 /		<b>Alt Order #</b>
<b>Product</b> POLITICAL		
<b>Contract Dates</b> 10/29/12 - 11/06/12		<b>Estimate #</b> 1046
<b>Advertiser</b> Justice For All of NC		<b>Original Date / Revision</b> 11/01/12 / 11/01/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WXII	<b>Account Executive</b> WXII House Local W	<b>Sales Office</b> Winston Salem
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b> 9913826	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WXII	11/02/12	11/06/12	M-F WXII 12 News @ 5 am	5-6am		:30			NM	3	\$900.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$300.00			
Week:		11/05/12	11/11/12	MT-----				2	\$300.00			
N 2	WXII	11/02/12	11/06/12	M-F WXII 12 News @ 5 am	5-6am		:30			NM	2	\$600.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$300.00			
Week:		11/05/12	11/11/12	MT-----				1	\$300.00			
N 3	WXII	11/02/12	11/06/12	M-F WXII 12 News @ 6 am	6-7am		:30			NM	3	\$1,800.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$600.00			
Week:		11/05/12	11/11/12	MT-----				2	\$600.00			
N 4	WXII	11/02/12	11/06/12	NBC Today Show	7-9am		:30			NM	3	\$2,100.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$700.00			
Week:		11/05/12	11/11/12	MT-----				2	\$700.00			
N 5	WXII	11/02/12	11/06/12	Live with Regis & Kelly	9-10AM		:30			NM	3	\$900.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$300.00			
Week:		11/05/12	11/11/12	MT-----				2	\$300.00			
N 6	WXII	11/02/12	11/06/12	M-F WXII 12 News @ Noon	12-1pm		:30			NM	2	\$800.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$400.00			
Week:		11/05/12	11/11/12	M-----				1	\$400.00			
N 7	WXII	11/02/12	11/06/12	STEVE HARVEY DAY	2-3P		:30			NM	2	\$200.00
Class of Time - Immediately Pre-emptible without notice												

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WXII**  
**700 Coliseum Drive**  
**Winston-Salem, NC 27106**  
**(336)721-9944**

www.wxii12.com

Contract / Revision	Alt Order #
969705 /	

Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	POLITICAL	1046

Advertiser	Original Date / Revision
Justice For All of NC	11/01/12 / 11/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ----F-- 1 \$100.00 Week: 11/05/12 11/11/12 M----- 1 \$100.00												
N 8	WXII	11/02/12	11/06/12	DR. OZ	M-F 4-5p		:30			NM	2	\$1,200.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ----F-- 1 \$600.00 Week: 11/05/12 11/11/12 M----- 1 \$600.00												
N 9	WXII	11/02/12	11/06/12	M-F WXII 12 News @ 5 pm	5-6pm		:30			NM	2	\$1,400.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ----F-- 1 \$700.00 Week: 11/05/12 11/11/12 M----- 1 \$700.00												
N 10	WXII	11/02/12	11/06/12	M-F WXII 12 News @ 6 pm	6-630pm		:30			NM	2	\$6,000.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ----F-- 1 \$3,000.00 Week: 11/05/12 11/11/12 M----- 1 \$3,000.00												
N 11	WXII	11/02/12	11/06/12	M-Sun Nightly News	630p-7p		:30			NM	2	\$6,000.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ----F-- 1 \$3,000.00 Week: 11/05/12 11/11/12 M----- 1 \$3,000.00												
N 12	WXII	11/02/12	11/06/12	Prime Access Rotator	7-8pm		:30			NM	2	\$2,000.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ----F-- 1 \$1,000.00 Week: 11/05/12 11/11/12 MT----- 1 \$1,000.00												
N 13	WXII	11/02/12	11/06/12	M-Su WXII 12 News @ 11 pm	11-1135pm		:30			NM	2	\$6,000.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ----F-- 1 \$3,000.00 Week: 11/05/12 11/11/12 M----- 1 \$3,000.00												
N 14	WXII	11/02/12	11/06/12	NBC Tonight Show	1135pm-1237am		:30			NM	2	\$800.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ----F-- 1 \$400.00 Week: 11/05/12 11/11/12 M----- 1 \$400.00												
N 15	WXII	11/03/12	11/03/12	WXII 12 News	5:30-6am		:30			NM	1	\$150.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S- 1 \$150.00												
N 16	WXII	11/03/12	11/03/12	WXII 12 Sa/Su News at 6am	6-8am		:30			NM	1	\$450.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S- 1 \$450.00												
N 17	WXII	11/03/12	11/03/12	NBC Saturday Today	8-10am		:30			NM	1	\$1,800.00
Class of Time - Immediately Pre-emptible without notice												

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WXII**  
**700 Coliseum Drive**  
**Winston-Salem, NC 27106**  
**(336)721-9944**

www.wxii12.com

Contract / Revision	Alt Order #
969705 /	

Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	POLITICAL	1046

Advertiser	Original Date / Revision
Justice For All of NC	11/01/12 / 11/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S- 1 \$1,800.00												
N 18	WXII	11/04/12	11/04/12	WXII 12 Sa/Su News at 6am	6-8am		:30			NM	1	\$450.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S 1 \$450.00												
N 19	WXII	11/04/12	11/04/12	NBC Sunday Today	8-9am		:30			NM	1	\$2,200.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S 1 \$2,200.00												
N 20	WXII	11/04/12	11/04/12	NFL Sunday Prime Games	8p-12a		:30			NM	1	\$3,000.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S 1 \$3,000.00												
N 21	WXII	11/04/12	11/04/12	Su WXII 12 News @ 6 pm	6-630pm		:30			NM	1	\$800.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 -----S 1 \$800.00												
<b>Totals</b>											<b>39</b>	<b>\$39,550.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	39	\$39,550.00	\$33,617.50
<b>Totals</b>	<b>39</b>	<b>\$39,550.00</b>	<b>\$33,617.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WX11-TV</span>	<b>Date:</b> <span style="margin-left: 20px;">11/1/12</span>
---------------------------------------------------------------------------------------------------	-----------------------------------------------------------------

I, HEIDI GUERRA  
do hereby request station time concerning the following issue:

JUSTICE FOR ALL NORTH CAROLINA

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:** \$ 39,550 GROSS

This broadcast time will be used by: JUSTICE FOR ALL NORTH CAROLINA

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

JUSTICE FOR ALL NORTH CAROLINA

Treasurer: Amy Ballantine Ellis

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

### TO BE SIGNED BY ISSUE ADVERTISER

11/1/12

Date

HEIDI GUERRA

Signature

985-377-7161

Contact Phone Number

### TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected

Lisa Eldridge

Signature

Lisa Eldridge

Printed Name

Dir of R & P

Title